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Delivering value to customers is an integral part of contemporary marketing. For a firm to deliver value, it must consider its total market offering - including the reputation of the organization, staff representation, product benefits, and technological characteristics - and benchmark this against competitors' market offerings and prices. In Principles of Marketing each part of the marketing process is explored from the value perspective. The book also looks in detail at the impact of social media upon marketing practices and customer relationships, and the dramatic impact that new technologies have had on the marketing environment. Key Features: * Adopts a value-based approach throughout * Presents the fundamentals of marketing in a clear and concise manner * Fully developed pedagogy to aid student learning * Real-life international case studies show marketing in action * Dedicated chapter on social media and Internet marketing *

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ESL feature helps international students get to grips with complex vocabulary Principles of Marketing is an ideal companion for all undergraduate students taking an introductory course in marketing.

Publication date taken from publisher's website.

With a full explanation on the basic principles of marketing, this guidebook helps readers answer such questions as What is marketing? What is a marketing forecast? and What is the best way to conduct market research? Written by professionals for students and entrepreneurs, this text also features international case studies, numerous up-to-date examples of the latest developments and trends in marketing, and tried and tested information that helps students learn.

With over 4000 entries, including key terms and concepts covering advertising, sales promotion, public relations, direct marketing, personal selling and e-marketing, this text reflects the changing dynamics of the marketing profession.

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This volume covers various issues in global development and global economic transformation including factors affecting economies and development in the European Union (EU), the Ukraine, select countries in Africa, the Caribbean, the South Pacific as well as India and the United States. The global economy is in transition, from the 1990s' status quo to the "new normal" with heavy reliance on the internet, rapid communications, sophisticated payment systems, diminishing importance of size and distance and changing notions of the market. This volume discusses how this process is affecting economies across the globe and why an appreciation of it will help efforts by governmental bodies and the private sector to reassess societal relationships - both economic and political. This volume shows that challenges to policy-making and the achievement of social consensus on development issues are often quite similar in all countries, irrespective of size, geographical location, endowment and developmental status. The chapters speak to concerns that touch on a cross-section of issues which are driving transition and transformation at multiple levels. As a group, they compare economic factors across transnational economic or political associations (OECD, European Union, G20) or make comparisons across or within emerging markets or small states (BRICS, various African countries, the

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Caribbean, South Pacific). They include the presentation of a new model for transnational agreements, discussions of policies related to labor compensation and corporate governance, comparisons of nations across the world using indices of economic development and governance, an analysis of gender inequality in employment in the European Union, comparisons of tax burdens across the European Union and the USA, discussions of employee representation in corporate governance, and a look at grass-roots development and markets in developing economies. As a whole, in its breadth and cross-national perspective, the volume represents an important scholarly contribution to international economics.

This book provides readers with a comprehensive introduction to marketing. Features include an Integrated Teaching System; more emphasis on multicultural marketing, globalization, TQM, ethics, small business marketing; and critical thinking cases and experiential exercises.

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